

UNIVERSITY OF PUNE

Proposal for Revision of Syllabus

FOURTH YEAR BACHELOR OF FINE ARTS - APPLIED ART

to be implemented from June- 2011 onwards

Fourth Year B.F.A. Applied Art

- To study creative advertising, its planning and execution with reference to various types of advertising
- To enable students to do research work and create a report based on the topic related to project work.
- To extend the ability of visualization, use of market analysis, use of emotional appeals in communication design. (Indoor media/ Outdoor media)
- To acquire specialization in one of the elective subjects by experimentation and research.
- To know the actual working in advertising agency.
- To impart communication skills and soft skills, that will help career development.

Electives – Digital Publishing / Illustration / Photography / Visualization
/ Exhibition design and display / Typography

Class Work - The internal 40 marks are – 30 marks for annual internal assignments and 10 marks for internal terminal examination.

Fourth Year: B.F.A. Applied Art

Theory Subjects:

Sr. No	Subject	No. of hrs. (Annual)	No. of Assignments	Examination Duration (Hours)	Class work* (Out of)	Annual Examination (Out of)
For Examination						
1	Theory of Advertising	60	06	03	40	60
2	Dissertation	60	01	-	-	100
3	Viva- voce	-	-	-	-	50
Not for Examination						
4	Research Methodology	20	2	-	-	-

Practical Subjects:

Sr. No	Subject	No. of hrs. (annual)	No. of Assignments	Examination Duration (Hours)	Class work* (Out of)	Annual Examination (Out of)
For Examination						
1	Communication Design I Advertising Design	300	06	25	80	120
2	Communication Design II *Branding & Corporate Identity Program *Publication Design *Educational Design *Environmental Design *Web / Visual Interface Design	300	06	25	80	120
3	Elective *	220	06	25	60	90

* Electives –

1. Digital Publishing 2. Illustration 3. Photography
4. Visualization 5. Exhibition Design and Display 6. Typography

* Class work - The internal 40 marks are: 30 (annual internal assignments) + 10 (internal terminal examination)

- For B.F.A. the evaluation pattern shall be as follows.

- A There shall be practical (internal assignment) and theory (tutorial) components of 40 marks and the annual examination will carry 60 marks.
- B 50 % of the practical and theory components shall be completed in the first term and the marks shall be submitted to the University of Pune on or before 15th December each year.
- C The remaining 50 % of the practical and theory components shall be completed in the second term and the marks shall be submitted to the University of Pune before the commencement of the annual examination.
- D Marks of Terminal Examination should be mentioned in the assignment records cards.

- **Standard for Passing the Examination**

To pass the examination a candidate must obtain:

- a. At least 40% of full marks in internal assignment for practical subjects & theory subjects
 - b. At least 40% of full marks in each individual subject, practical and theory examination to be conducted by University. And aggregate 40% of minimum marks for passing the University Examination.
- **Allow to Keep Term (ATKT) available for Group-I (Theory) subjects for only one consecutive attempt.**

Minimum marks for:

- **First Class with Distinction** - 70%
- **First Class** - 60%
- **Second Class** - 50%
- **Pass Class** - 40%

Internal Guide for Dissertation

- Subject / Topic for the Dissertation should be finalized and the synopsis of the same should be submitted within 60 calendar days from the commencement of the academic year.
- Internal Guide/s should be selected and appointed by the Head of the Institution in consultation with the professor in charge of the final year.

- First final draft of dissertation must be submitted before 15th of December of the academic year and final copy of dissertation in a pattern as prescribed by University of Pune must be submitted by student before 25th February of the academic year.

PUBLIC (UNIVERSITY) EXAMINATION:

Theory Subjects

Theory of Advertising:

6 Tutorials (10 hours each)

- 1 New Media
- 2 Branding
- 3 Creative Advertising

Dissertation:

1 Dissertation (60 hours)

- The subject related to advertising and/ or Visual communication design should be selected by student in consultation with the faculty in charge. The dissertation should be approximately of 5000 words in English. It will be assessed by the panel of examiners appointed by the University. Student must make his/her original contribution in thought & approach towards the hypothesis using primary and secondary data.

Viva-Voce:

Only for Examination

- Students will be evaluated in Viva-Voce on the basis of Final year's academic practical and dissertation work. Student must present their own work in both HARD as well as SOFT (Digital) format.
- **Time for Each candidate** – 15 Minutes (Maximum) per student
- **Constitution of Panel** – The panel should be appointed by concerned University and it consists of three members. One from Academic background (Minimum Associate Professor Level). One from Industrial / Professional Background. One internal examiner from the concerned Institute, who has guided the student for final year.

INTERNAL (COLLEGE EXAMINATION)

Theory Subjects

Research Methodology

2 Tutorials (10 hours each)

The primary purpose of Research at the undergraduate level is search for knowledge, assimilation of data, and systematic investigation with an open mind, to prove the idea and the hypothesis put forward.

Generally, research is understood to follow a certain structural process. Though step order may vary depending on the subject matter and researcher, the following steps are usually part of most formal research, both basic and applied:

The structural process:

Observations and Formation of the topic the following steps are usually part of most formal research, both basic and applied:

1. Hypothesis
2. Conceptual definitions
3. Operational definition
4. Gathering of data
5. Analysis of data
6. Test, revising of hypothesis
7. Conclusion, iteration if necessary

PUBLIC (UNIVERSITY) EXAMINATION: PRACTICAL SUBJECTS

Communication Design- I

06 Assignments (Total 300 Hrs.)

- **Advertising Design – (Campaign Planning)**

The students have to select any existing subject (Client) from the following

- 1 Product
- 2 Service
- 3 Public Welfare

After selecting the client, a student should do market study, find out the USP's, decide the advertising objectives and prepare the copy platform. On the basis of this copy platform, do planning and execution of campaign for advertising.

Communication Design- II

06 Assignments (Total 300 Hrs.)

- Areas for Communication Design II are as follows. One assignment from each category is mandatory.
 - 1 Branding and Corporate Identity Program.
 - 2 Publication Design
 - 3 Educational Design
 - 4 Environmental Design
 - 5 Web / Visual Interface Design

Elective

06 Assignments (Total 220 Hrs.)

* Digital Publishing * Illustration * Photography * Visualization * Exhibition Design and Display * Typography

- Elective being the subject of specialization. The students are expected to produce substantial body of work in their selected elective. They should do in depth study of same and complete 06 assignments.
 - 1 **Illustration** At this level the student should develop their own style and select a specific 'area' for illustration like- Advertising, Editorial, Publishing, Fashion, Animation, Comic Strip etc. Students should also be able to make use of appropriate software's like Illustrator, In design, Photoshop & Coral Draw to create illustration.
 - 2 **Photography** Students should have knowledge of all the advanced cameras, including large format cameras and their use. They should be well versed with all the equipments and their functionality. Study of advanced lighting, Multi exposure & colour printing process is expected from the student. The

student can select specific area like- Table Top, Fashion, Industrial, Portrait, Nature & Wild life, Photo Journalism, Advertising etc.

- 3 **Exhibition Design & Display** Exhibition Design & Display as an effective sale Promotional advertising medium. Study of types of exhibition- National- International, Indoor- Outdoor, Permanent-Temporary, Regional-Mobile, Design, Concept, use of different materials, Scheduling, Casting, Illumination, Mechanical and electronic devices, colouring, space planning. Assignments based on concept development- making of scale models.
- 4 **Typography** Expressing different thoughts & texts in calligraphic ways. Experimenting with calligraphy & typography and its application in communication design through various media. Type designing for specific purpose.
- 5 **Visualization** Here students are expected to identify a problem and find out visual solution for it. He /She should be able to handle Data collection, Problem identification, solution to the problems, Brain mapping, churning out ideas on specific theme based on USP/ ESP and execution of the idea, Understanding of psychology, symbology and its application.